July 10, 1980

TO: Miriam, Michael, Thomas, Hilde (Please forgive typo's!)

FROM: Kathy

In order to organize the tremendous amount of work which must be accomplished in the next few weeks, this letter contains the items (above and beyond LCT operational duties) which I feel are TOP priority and necessitate immediate actbn. I have made the assumption that we are holding the press conference on July 28 and all items discussed at the last staff meeting hold true.

If possible the Company Administrative Team (Rosoff, Gambe, Bouchard, Schweid, Haffner, Jolliff) and other interested individuals should mobilize and take over routine LCT duties (Box office, CETA supervision, Press mailings, Program Inserts, Office organization, Copying, Transportation, Concessions, Thank you letters, etc.) so that the five of us can more effectively focus our energies on the Capital Rep movement. (Not only will it free us up, it will allow them some experience which can only be an asset in the future).

Prior to ~~XXXXXX~~ July 28:

1. Letter of Agreement with Assermaly (agreed to by all) that details our educational association with SUNY.

2. Letter of Agreement/Contract with Sorrell Chesin which details our financial obligations during the Page Hall occupancy.

3. Invitations sent to reporters, editors and other important parties. Lists must be made of the "others".

4. Press Release written and approved by all containing LCT and SUNY statements.

5. Meeting with the Mayor to specify City involvement. Will he be at the Press Conference.

6. Be ready with backup rehearsal/shop space if necessary.

MORE TIMELINE. . . . .

1. Season should be chosen by ~~XXX~~ July 18.

2. Directors should be selected by August 1.

~~XXXXX~~ 3. Casting completed before the end of the LCT season (post- GALA, during Midsummer?)

4. Budgeting completed, and put into some formal form for distribution to outside parties.

5. Someone designated to research all types of grants and write proposals (some of this background work is done.)

6. Immediately following Press conference a letter should be sent to all businesses asking how they can help us.

7. Fundraising:

   1. Meet with Swyer - get his names

   2. Accumulate these and other names quickly - perhaps a letter to all of our present supporters asking for names of friends and filling them in on what's happening.

   3. Preliminary donation letter sent.

   4. Volunteer letter sent.

   5. By September 1, someone to coordinate volunteers and fundraising drive.

   6. Perhaps we could spend some time with a professional fundraiser picking his/her brain to get us off the ground.

Keep in mind that many people have offered to help - we must provide them with the means to do that. Documents, etc.

SUBSCRIPTION DRIVE.

The following decisions must be made prior to August 1 for the brochure:

Plays, Dates, Performance Schedule, Ticket Prices, Subscription discount, opening night specials.

The following timeline forlthe Subscription Campaign is not only a recommendation, but absolutely necessary for the maximum effect. This means that the workload must be organized and if it is necessary (undoubtedly it will be) to hire someone we must know what they will be doing, etc.

1. All information gathered and general layout finished by August 1 - that's only three weeks away!

2. August 1 - to Graphic Artist (WHO?)

3. To typesetter 8/25, to printer September 1.

4. Coordinate mailing lists 9/1 to 9/15, coordinate mailing 9/15 - 22, begin mailing 9/22. Personally I don't think we have a choice but to have it out by the end of September.

PUBLICITY CAMPAIGN needs to be designed (in general) - we should announce everything!!! One paragraph press releases are find. We should keep our name alive in Albany from now until we close - with no slack. I have observed that it takes people a long time to catch on in that town, so we shouldn't expect people to even remember our name until they have heard and read it at least 10 or 15 times. I know this sounds outrageous, but in order for them to take us seriously, they have to think of us as an institution (even before the fact).
Of primary importance are press realeases and announcements that demonstrate financial security. There are alot of Cohoes wounds to heal. A first step could be the NYSCA grant.

As I come to the close of this rather long memo, I feel the usual frustration of knowing the work that is involved in getting this project off the ground - and knowing that more than anything to do it right, one step at a time instead of in a flurry of haphazard last minute attempts, we have to focus ourselves together as a team. And also knowing that each of us has other priorities as well, which makes it very difficult.

More than anything in the world, I want this to happen; and I want it to happen the right way - with an aura of professionalism surrounding it. We expect that of the actors, but I wonder how much we expect it of ourselves. I have made a total commitment to this company, and I intend to work my ass off to attain the impossible (which is, after all, possible) as long as my sanity can last.